

**Enoch Pratt Accounting
 Snarled, Millions Owed**

The Enoch Pratt Free Library (EPFL), Baltimore, has plenty of books but not enough bookkeepers. For the second year in a row, an audit of EPFL's finances has unearthed "significant" internal bookkeeping problems, the most serious of which delayed a scheduled \$3.2 million payment to the City of Baltimore for almost a year.

"We examined journal entries in the library's general ledger and found that the library was unable to provide documentation for the majority of the journal entries tested," city auditor Robert L. McCarty wrote in a March 25 report to Baltimore's Board of Estimates. It was just one of several stinging critiques unveiled at a May 15 public meeting.

A library spokesman blamed "staffing issues" for the problems cited in McCarty's report and said efforts are being made to straighten out EPFL's accounting practices, partly through the addition of new, part-time employees. City auditors will be returning soon to scrutinize the library system's books again in preparation for its regular FY13 review slated to begin in mid-July.

"It's all being taken care of," Roswell Encina, the library's director of communications, told *Hotline*. Of the criticism in the audit of FY12, Encina said, "We welcome it. It helps us be more efficient.... If that's what the city feels we should be working on, we respect that."

Asked if EPFL's accounting problems amounted to a full-blown crisis or were not a large concern for the city, McCarty said, "Somewhere in the middle. It's definitely a concern."

Established in 1882, EPFL is one of the nation's oldest free public library systems. With a budget of \$34.5 million for FY12, it operates a Central Library on Cathedral Street in Baltimore and 21 additional branches. About 42 percent of EPFL's funding comes from the city, while the Maryland State Department of Education contributes some 48.5 percent.

A PATTERN OF PROBLEMS

EPFL's books are scrutinized annually by the city, and a pattern of problems has emerged. A year ago, five "significant deficiencies" were found in the library network's FY11 accounting. Four of those were still not corrected, McCarty reported recently, and six more problems related to FY12 were outlined in detail.

But McCarty said no malfeasance or illegal activity is suspected. "We found nothing to suggest that," the city auditor said, "otherwise we would have disclosed it as such."

"There were no city dollars or donor dollars that were wasted or misallocated," Encina added.

The single most serious bookkeeping issue cited in the report appeared

Interview

Christy Aguirre

Outreach efforts by librarian Christy Aguirre—supervisor of the Southgate branch, Sacramento Public Library, CA, and a 2013 *Library Journal* Mover & Shaker—have helped triple the branch's summer reading program to more than 2,000 participants.

What were your programming goals?

I was determined to start at least three annual programs a year. Since then, we have established annual programs for Read for the Record, Día de los Niños/Día de los Libros, Free Comic Book Day, Read Across America for Dr. Seuss's birthday, StarWars Reads Day, and next year we will include May the 4th Be with You. My goal is to double attendance for all programs on an annual basis.



What do you think youth services should look like going forward?

We need to be electronically where our youth are. For the younger kids, we need to reach the whole family whenever possible. My goal is to have kids hear about the library from multiple sources: school, parks and recreation, summer camps, church, bus stops, festivals, entertainment parks, the bookmobile, and after-school hangouts like parks, fast food places, or local coffee shops.

What's your advice to librarians seeking to improve community outreach?

Start by creating a community map listing: health and human service agencies, schools and school-based programs, local government, local media, social clubs and neighborhood organizations, businesses, religious organizations, and others.... I focus on everything within a five mile radius first.

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to be EPFL's failure to pay \$3.2 million owed to the city for FY12. This was state grant money the library turns over annually "to reimburse expenditures the city pays on the library's behalf."

As of June 30, 2012, McCarty noted, the library had paid back only half of the \$6.4 million due Baltimore.

McCarty did note the remaining \$3.2 million had been paid as of April 11, 2013—some two weeks after the auditor's report was finalized. Still, the payment was roughly ten months

late. And, the auditor noted, EPFL now owes the city its grant money for FY13, which ends on June 30.

BEYOND THE BIG TICKET

Among the other "deficiencies in internal control" cited in McCarty's report were:

- As of June 30, 2012, EPFL could "not determine how much money was due to the city for fines and fees" and in fact had not written a check for payment in this area since April

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News in Brief

Primary Research Group has published the 2013 edition of *Library Use of the Mega Internet Sites*. The report analyzes the ways in which libraries use popular websites, including social media and search engines.

Four universities launched the **Digital Collections of Colorado**, which allows for easy access to the digital information created by their faculty, students, and staff for both local and international use. The participating schools are **Colorado State University, Collins**; **the University of Colorado, Boulder**; **Colorado Mesa University, Grand Junction**; and **Colorado School of Mines, Golden**.

Bowker, a bibliographic information and management solution service, has partnered with **Digi-Rights Direct**, a cloud-based system that guides authors through the process of securing rights and permissions. Bowker will connect users to Digi-Rights through its MyIdentifiers website.

The **Kurt Vonnegut Memorial Library**, Indianapolis, received the **Freedom To Read Foundation's** Judith F. Krug Memorial Fund. The money will be used for the library's Banned Books Week programming, which highlights the dangers of censorship. Krug (1940–2009) was the founding director of the American Library Association Office for Intellectual Freedom.

New Haven Free Public Library, CT, received a \$105,000 grant from the New Alliance Foundation. The library will use the money to

fund a summer reading program for the next three years.

Florence County Library, SC, was recognized as the Outstanding Workforce Partner by the **South Carolina Workforce Investment Board**.

The library partnered with the Pee Dee Workforce Investment Board to provide resources for job seekers within the county.

The **National Library Service for the Blind and Physically Handicapped** organized a Braille Summit, which will be held June 19–21 at **Perkins School for the Blind**, Watertown, MA. The conference will bring together 50 participants, including librarians, to discuss Braille readers, library selection and collection development, Braille production, Braille technology, and promoting Braille literacy and awareness.

EBSCO Information Services and **EBSCO Publishing** announced a merger under the new name **EBSCO Information Services**, effective July 1. The new entity will be headed by Tim Collins, previously president of EBSCO Publishing.

The **Institute of Museum and Library Services** awarded several National Medals for community service. Among the libraries honored were **Marshalltown Public Library, IA**; **National Czech & Slovak Museum & Library, Cedar Rapids, IA**; **Pierce County Library System, Tacoma**; **Public Library of Cincinnati and Hamilton County**; **Rancho Cucamonga Public Library, CA**; and **Waukegan Public Library, IL**.

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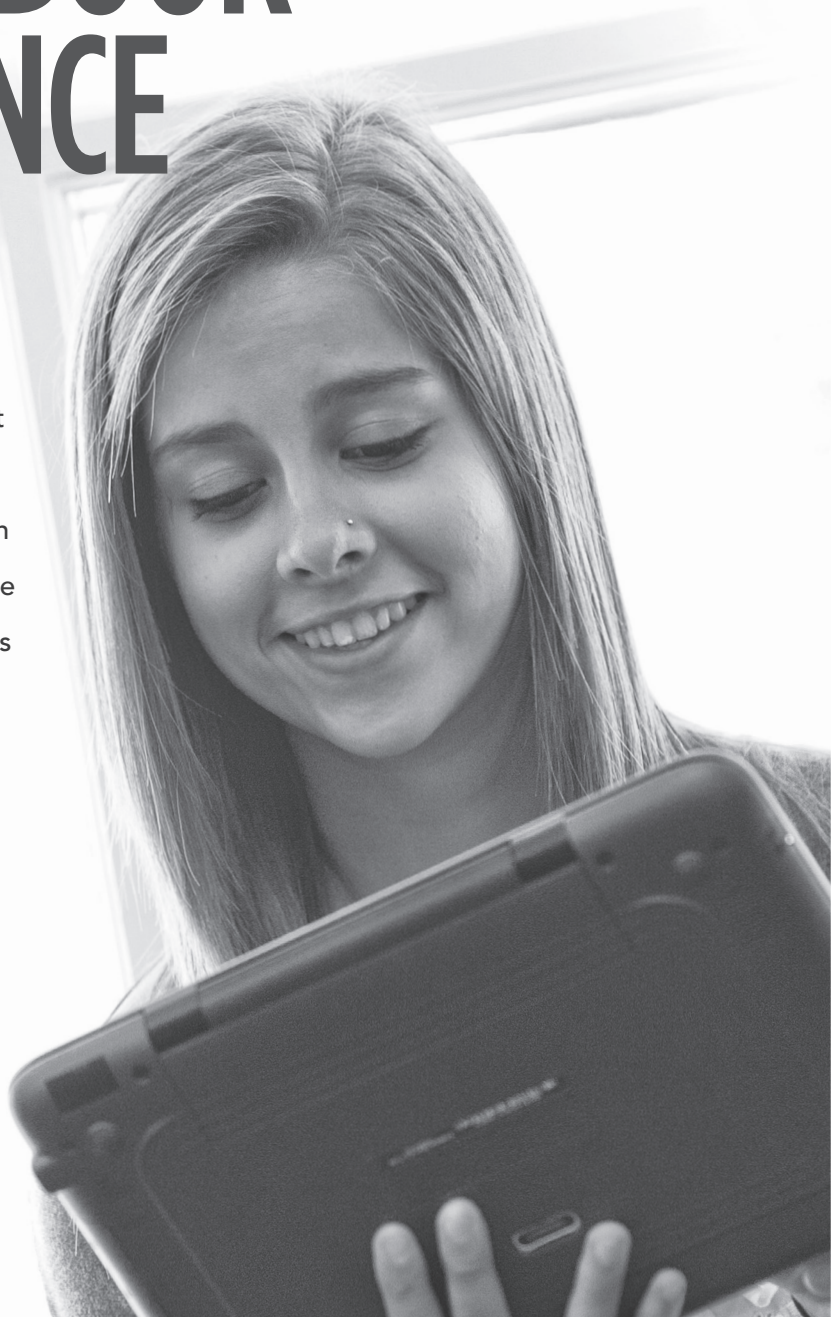


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of that year. Normally, the city receives a monthly payment for money earned by the library through overdue book penalties, video rentals, photocopying, and even coffee sales, all falling under the heading of “fines and fees.” Over the past five years, the library collected an average of \$297,800 from patrons for such items.

- EPFL still owes the city \$29,213 in fines and fees from 2011. The library

claimed that \$5,300 of this amount was federal grant revenue. Meanwhile, it was still trying to account for the remaining \$23,913 and was expecting to finish this assessment by June 1. “If satisfactory documentation cannot be found, the library will remit these funds to the city at that point,” the report stated.

- Of \$300,000 budgeted “exclusively” to buy books and other patron materials, more than \$11,000 was

spent for items that did not fall under this category.

- Errors were found in the “financial statements as originally prepared by the library.” This finding included a warning that the “library’s current process of preparing year-end financial statements, lack of monitoring of all postings and adjustments, and lack of review processes could result in a reasonable possibility that a material misstatement of the library’s financial statement will not be prevented, or detected and corrected in a timely basis.”
- EPFL did not “adequately monitor” its endowment fund assets of cash, temporary investments, and consolidated investments.

SHORT-STAFFED

In a finding from EPFL’s FY11 audit, repeated in a recent report to the Board of Estimates, McCarty wrote that EPFL’s business office “did not have a sufficient number of adequately trained accounting staff for the timely preparation of its annual financial report.”

Encina told *Hotline* that EPFL agreed with this assessment and cited a number of staffing issues complicated by an ongoing city hiring freeze. In 2011, the library’s chief of fiscal services retired (a new one was later hired), and the fiscal technician responsible for “day-to-day accounting activities” died suddenly. Also, a vital part-time CPA suffered a serious illness.

OverDrive’s Experiment Boosts Checkouts, Sales

The Four Corners of the Sky, the 2009 Michael Malone novel promoted during OverDrive’s Big Library Read ebook initiative, was checked out almost 24,000 times from May 15 through May 23, according to preliminary data provided by OverDrive and publisher Sourcebooks. The title’s po-



Librarian Bloggers Launch “Show Me the Awesome” Campaign

Librarians Sophie Brookover (pictured r.), Liz Burns (l.), and Kelly Jensen (pictured below) were rooming together at the American Library Association (ALA) Mid-winter Meeting in Seattle in January when they began discussing a troublesome issue: the lack of adeptness of

librarians at promoting their achievements, despite a widespread feeling that the field needs more recognition.

Among librarians, “self-promotion can feel like a dirty word, because the purpose of librarianship is a call to service,” said Brookover, program coordinator and social media manager for LibraryLinkNJ, the New Jersey library cooperative, and a 2006 *Library Journal* Mover & Shaker. There’s a “feeling that you can’t do both.”

The three women, all bloggers themselves (Brookover at *Sophiebiblio*; Burns at *School Library Journal’s* A Chair, a Fireplace, and a Tea Cozy, and Jensen at *Stacked*), kept talking. “We said, ‘Let’s turn this idea on its head and give our colleagues a venue to show what they’ve been doing. We know you’ve been doing great things.’”



The result has been Show Me the Awesome: 30 Days of Self-Promotion, a monthlong online event and opportunity for librarians in different specialties to highlight their many accomplishments. Each day in May, a different librarian posted on a topic of his or her choice, sharing innovations and offering tips not only for librarians in their specialties but for others in the field.

After posting calls for ideas—on Twitter, Facebook, and their blogs—“the response exceeded our wildest expectations,” said Brookover.

“We [had] participants from every corner of the English speaking world,” noted Brookover.

The response to Show Me the Awesome has been so awesome that there is talk of doing a follow-up. If so, Brookover said she hopes that the high-profile nature of the first iteration “would lead to a greater diversity of contributors and more international contributions.”

She added, “We can all benefit from seeing what’s going on. The diversity of opinions and experience has been remarkable.”

sition on Amazon's Sales Rank charts also rose dramatically during the promotion's first nine days, moving up more than 50,000 spots, from 67,198 to 16,798. The program, first reported in *Hotline* 5/13/13, allowed any participating library to feature *The Four Corners of the Sky* on its OverDrive homepage and enable simultaneous access for all patrons from May 15 through June 1.

This preliminary data would seem to indicate that the project has been a success. Between 360,000 and 377,000 patrons visited their participating library's OverDrive site each day on May 15 and 16, and about 9,000 of those visitors clicked through to the content detail page for *The Four Corners of the Sky*. The title was then checked out by 3,226 patrons on launch day and 3,321 the following day. Checkouts then leveled off during the week of May 17–23, holding steady at between 2,400 to 2,600 per day. Ohio's

Cuyahoga County Public Library led all participating systems with 1,113 total checkouts during the nine-day period, followed by the Oregon Digital Library Consortium with 583. OverDrive has not provided any more recent numbers or any data at all from the May 23–June 1 period.

About 7,500 public, academic, military, and school libraries are participating in the promotion—less than one-third of the global network served by OverDrive. Although several major library systems, including Toronto, Los Angeles, and Cleveland, signed up for the program, many other major metropolitan library systems chose not to opt in, with most nonparticipating libraries declining owing to a lack of lead time to prepare for the promotion, according to OverDrive director of marketing David Burleigh. Rollout was ongoing, new libraries continuing to opt in since the launch.

In an email to *Hotline*, Burleigh wrote that other publishers have already expressed interest in working with OverDrive on similar projects and indicated that, in the future, more lead time will likely be given for this type of promotion.

Kids, Council Members Rally for NYC Libraries

More than a dozen New York City Council members, the presidents of New York's three library systems, and several hundred librarians, library staff, supporters, advocates, and children from nearby schools rallied on May 22 on the steps of city hall to protest \$106 million in proposed funding cuts. Council members Jimmy Van Bramer and Vincent J. Gentile also pledged to introduce legislation that would create a baseline of stable funding for the city's public library services.

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Bramer and Gentile—who both chair council committees on library services—were joined by Thomas Galante, president/CEO of the Queens Library; Anthony Marx, president/CEO of the New York Public Library; and Linda Johnson, president/CEO of Brooklyn Public Library, in addition to representatives from advocacy group Urban Librarians Unite (ULU) and the DC37 municipal employees union.

The children in attendance spoke from a minipodium, in the role of journalists, asking the council members

questions about library funding, according to Joanne King, director of communications for Queens Library. Queens alone is facing a proposed reduction of \$29.6 million, which would force the closure of 36 libraries and the layoff of more than 420 staff, King said, noting that citywide, more than a thousand library employees would lose their jobs.

“More important,” King said, “millions of New Yorkers would lose access to the valuable free services of their public libraries. More than 75 percent of New Yorkers use their

public libraries; yet the libraries... account for less than one-half of one percent of the city’s budget.”

Hachette To Donate Audiobooks to the Blind

Hachette Book Group on May 29 announced plans to provide unabridged audiobook recordings for free to the National Library Service for the Blind and Physically Handicapped (NLS), a division of the Library of Congress (LC). Select backlist and new titles, including new releases, will be available through NLS’s Talking Books program by the end of 2013, according to an announcement from the company.

Since the passage of the Chafee Amendment in 1996, NLS and other approved organizations have been authorized to reproduce books in audio or other specialized formats for use by print-disabled patrons without seeking the permission of the copyright holder. However, the time-consuming, labor-intensive nature of audiobook production significantly limits the number of titles that most nonprofits and libraries are able to complete on an annual basis.

The discussions between Hachette and NLS that led to this new program were prompted by author Douglas Preston. Preston received a letter from a fan asking whether the latest book in the Pendergast series that he coauthors with Lincoln Child—published by Grand Central, a division of Hachette Book Group—would be available in audiobook format via the Talking Books program. That letter then prompted Hachette to explore the expansion of its audiobook offerings at NLS.

“As a publisher, Hachette Book Group strives to make authors’ content as widely accessible as possible, and the NLS program is the perfect channel to reach fans of our books and audiobooks who otherwise may not have the opportunity to experi-

Branching Out



The **Roosevelt branch** (pictured) of Hennepin County Library, Minneapolis, reopened on June 1 following a 15-month construction project that added 500 square feet to the 4,011 square foot building. The 1927 landmark library now features a new multipurpose community room; more materials; additional access to technology, including a pilot program to loan iPads to patrons within the facility; an interactive early literacy space; an updated teen area; extra lounge seating; a materials handling area; outdoor public spaces with bench seating; energy-efficient mechanical systems and lighting; and a new bike rack, among other upgrades. Designed by Hagen, Christensen & Mclwain Architects, the \$3.2 million build was funded through the City of Minneapolis per a 2000 bond measure.

Pekin Public Library, IL, has revised its renovation plans in order to move forward on a

building scheme that has been in the works for 15 years. An initial cost estimate of \$10 million relating to a 2008 design has been reduced to closer to \$6 million, which would still need to be approved by the Pekin City Council, according to the *Pekin Daily Times*. A new architect would be sought for the project. The initial work included an expansion, but rethinking the existing space to address community needs could be an option. If an expansion becomes necessary, a tax levy increase would be required as well.

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Jacksonville Public Library, FL, has unearthed for itself a new niche: “carving out smart spaces within existing square footage to expand educational services and technology to more people.” To that end, the users of the **San Marco Branch Library** can now enjoy the Teen Scene, an inviting space for teens to gather, do homework, use laptops, and just hang out. Funding came from a bequest from the estate of Gilbert Clarke and from a State Aid to Public Libraries grant. Also benefitting from a State Aid grant is the new e-classroom at the **Charles Webb Wesconnett Regional Library**, designed to assist users in English- or Spanish-language classes, ereader training, and working with online government services.

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ence those works,” Anthony Goff, Hachette’s VP of audio and large print publishing, said in the announcement.

Yakima, WA, Books Remain on School Shelves

Two very different young adult books—the first volume of Amy Ignatow’s lively graphic novel series “The Popularity Papers” (Amulet, 2001) and Dave Pelzer’s harrowing memoir *A Child Called It* (Health Communications, 1992)—will both remain on school library shelves in the Prosser school district in Yakima, WA, following several school board votes on the titles this month, according to District Superintendent Ray Tolcacher. Rich Korb, a teacher at Prosser High School, had challenged both books for removal this winter.

“When it came to me back in December, it wasn’t initially a book chal-

lenge,” Tolcacher told *Hotline*. “There was [just] a concern if the placement [of these books] was appropriate.” Thus, district librarian Vivian Jennings sent out a request to teachers requesting feedback on the titles.

Books in Ignatow’s “Popularity Papers” series had been available in the district’s elementary schools for fifth graders only and at the middle school and high school libraries without restriction. *A Child Called It* had been available to seventh and eighth graders with parental permission and in the high school libraries without restriction. Korb “didn’t agree with that and took it to the next level, an instructional materials review committee,” Tolcacher said. “That’s one of the beauties of our system here, that you can challenge, and we have a set policy that did that. My assistant superintendent of teaching and learning, [Mary Snitily], was the chair of that

committee. She held the hearings and did a great job.”

An instructional materials review committee in Prosser is typically comprised of at least one teacher, at least one parent, administrators from each of the district’s school levels, the district librarian, and at least one school board member, Tolcacher said.

According to local reports, Korb was concerned that “The Popularity Papers” features a character with two fathers—which he said promotes a political agenda—while he objected to *A Child Called It* because of its graphic content describing the life of an abused boy at the hands of his alcoholic mother. At the very least, he hoped the books would be moved to the high school libraries in the district.

Upon review of both books—neither of which is required reading for students—the committee determined that they had been, in fact, properly

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Congress Cuts LSTA; Obama To Approve
 President Obama is expected to sign the \$915 billion budget bill for FY12 that Congress passed in December 2011, with reduced appropriations for the Library Services and Technology Act (LSTA) and the Government Printing Office (GPO), whose top administrator, the public printer, will soon be out of a job.
 LSTA funding stands at \$185 million, a 2.3 percent cut from the \$189 million received in FY11. Susan Hill, director of the Institute of Museum and Library Services (IMLS), said she which administrators LSTA, said she which Congress recognized the need for federal support of museums and libraries. “Ideally, there would be a higher level of funding. But fiscal constraint is currently a fact of life at the federal level.” Hildreth said.
 Under LSTA, Grants to States was appropriated at \$156.6 million (down from \$160 million); Native American Library Services was funded at \$3.8 million (down from \$3.9 million); National Leadership for Libraries was funded at \$11.9 million (down from \$12.2 million); and the Laura Bush 21st Century Librarian received \$12.5 million (down from \$12.8 million).

Caldecott Winner Simms Taback Dies
 Simms Taback, author, graphic artist, illustrator, and winner of the Caldecott Medal for *Joseph Had a Little Overcoat* (Viking, 2000), died December 25; he was 79.
 Taback wrote or illustrated more than 40 children’s books, winning many awards, including the Caldecott Medal for his adaptation of a Yiddish folk song and a Caldecott honor for *There Was an Old Lady Who Swallowed a Fly* (Viking, 1997). He also received several notable book designations from the American Library Association, Parents’ Choice Gold awards, and the Sidney Taylor Award.
 He designed the first McDonald’s Happy Meal box in 1977.
 Taback also was a founding president of the Illustrators Guild, which later merged and became the New York Graphic Artists Guild, where he was a founding member and president. He was an advocate for artists’ rights with his service as author, editor, and production supervisor for *Graphic Artists Guild Handbook: Pricing and Ethical Guidelines*.

BOARMAN’S NOMINATION KILLED
 GPO was appropriated at \$126.2 million, down from \$135.1 million, and the Superintendent of Documents both avoided the substantial cuts that an earlier House version of the budget had envisioned and that engendered some concern this past summer about the impact on the Federal Depository Library Program (FDLP) and the Federal Digital System (FDsys).
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 “It’s more money than the House was initially proposing, but we can’t say how GPO is going to spend the dollar,” said Jessica McGilvry, an assistant director for government relations at the American Library Association’s Washington office. “They have greater concerns at the moment about the upheaval there, and we are not sure what direction that will take and how that will affect FDLP and PDSys,” she said.
 McGilvry was referring to William Boorman, the public printer, who will soon be out of a job. Boorman was first nominated for the GPO’s top job in April 2010, and he received a recess appointment from President Obama in 2011. But unspecified ob-

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Last Call for 2012 Paraprofessional of the Year!
 Library Journal is looking for a top staffer to honor with its 13th annual Paraprofessional of the Year award, sponsored by IERKCO, to be featured in the March 1, 2012, issue. Deadline: January 18, 2012. For guidelines, go to ow.ly/8HQ05. Email submissions to mikeley@mcgraw-hill.com.

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placed within the district's libraries, and the superintendent moved to uphold that recommendation on March 20. But Korb appealed those decisions to the school board, and members finally considered the books in several separate votes over the course of the month of May.

Tolcacher says his decision was based on the findings of the committee but also on his own reading of both books and research into how other districts in the state regard the books and handle their access.

Tolcacher also noted that, according to his research, *A Child Called It*, though it does contain some graph-

ic content, appeared on recommended accelerated reading program lists in the state, making it appropriate for placement in school libraries with access by seventh graders and up.

An initial vote on the books upheld Tolcacher's decision to keep Ignatow's book in place but had been deadlocked on Pelzer's. In subsequent heated debates, the board considered postponing the decision until a new policy for handling challenged books could be put in place. The deadlocked decision means Tolcacher's decision to keep the book in place stands.

"[The board] felt that the policy that we have used was one that was

for instructional materials and not library books, but it's the only one that we had," Tolcacher said. "That's what was in place and had been used before successfully, and I think it was used successfully this time."

He added, "As superintendent, I don't have a problem with my board asking me to review the policy and make sure that [it's] where it needs to be. [That is] absolutely appropriate, and I think that's the board's role, to ask those questions and to make sure that it is clear."

However, he noted, "my main purpose is that I want to make sure that my librarian has the support to do her job and make sure she doesn't have people looking over her shoulder. I still believe [these books] are in the right places." Without a clear majority decision by the school board, Tolcacher said, "I was not going to take books off shelves. I just wasn't going to do that."

Pew: Teen Social Media Use Rising

According to "Teens, Social Media, and Privacy," a May 21 report issued by Pew Internet, part of the Pew Research Center, and Harvard University's Berkman Center for Internet and Society, based on the combined results of several surveys, teens are sharing both personal and contact information more liberally since the last such study by Pew in 2006.

However, among teen Facebook users, the majority said they feel confident about controlling their privacy settings. Sixty percent of teens on Facebook designate their profiles as "private," accessible by friends only. Boys and girls post the same kind of content, but older teens share more of it. Younger teens online are less likely to "friend" people they haven't met. In addition, girls limit access to their Facebook profiles more than boys do.

People

Brandon Butler was named Practitioner-in-Residence for American University's Washington College of Law, DC. He will leave his current position as Director of Public Policy Initiatives for the Association of Research Libraries on July 15.

Nancy Gwinn was awarded an honorary doctoral degree from the University of Wyoming, Laramie. She currently serves as Director of the Smithsonian Libraries, Washington, DC.

Debra Hanken Kurtz was named Director of the Texas Digital Library. She was previously Assistant Director of Information Technology Services and Head of Digital Experience Services at Duke University Libraries, Durham, NC.

Patrick McCarthy was named Associate Dean of Library and Information Access at San Diego State University. He was formerly

head of the University of California's Social Sciences and Humanities Library, San Diego.

Jo Pinder announced her retirement as Assistant Director for Support Services at Baltimore County Public Library, effective June 30. She has been with the library for over five years.

Phyllis Self retired as Dean of Western Illinois University Libraries, Macomb, after seven years. **Felix Chu**, Interim Associate Dean for Library Operations, was named Acting Director until a replacement can be found.

John Spears was appointed Executive Director of the Salt Lake City Public Library. He previously held the same title at the Naperville Public Library, IL.

Barbara Wurtzel was promoted to Dean of Library Services at Springfield Technical Community College, MA. She previously served as the library's Interim Director.

In Memoriam

David C. Miller, former Board Member, State Library of Ohio, Columbus, and recipient of the 2010–11 Friends of the University Libraries Award, died May 18. He was 66 years old.

Flora Richardson Wilhite, retired Director, Sterling Municipal Library, Baytown, TX, died April 28. Wilhite had served the library for 35 years before her retirement. She was 83 years old.

Send People notices to LJHotline@mediasourceinc.com



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Does Your Social Media Strategy Promote Your Programs and Services?

Usually when libraries talk about their social media strategies they are referring to the type of campaigns that build brand awareness. While an overall social media strategy is essential, it is easy to get so swept up in increasing your fans that you forget to tie in a strategy to promote your programs and services.

When we were building LibraryAware, we approached our social media channel as an extension of the brand awareness campaigns so many libraries were conducting. We looked at ways libraries could promote their programs and services that would engage their followers and maintain the conversational tone social platforms required.

Use these simple tips when promoting your programs and services through social media:

- For every event posted, create five interesting facts around the topic as follow up posts. We know that a funny ecard taps into the heart of readers and is always a sure bet for an easy like. Use the same principles when you promote your programs. Use humor to make your audience laugh and want to share your post. If you attract people to the topic, they will probably be the right audience for the program.
- Make sure you link back to the registration page. We always make it easy for libraries to link to a PDF of the flyer. Once you get people to your event, don't forget about live posts.
- Are you promoting a service? Talk in terms of benefits rather than features. Have fun with interesting stats. If you use quotes, don't make them about libraries, keep the focus on your topic. Remember: we relate to libraries but our users relate to reading.

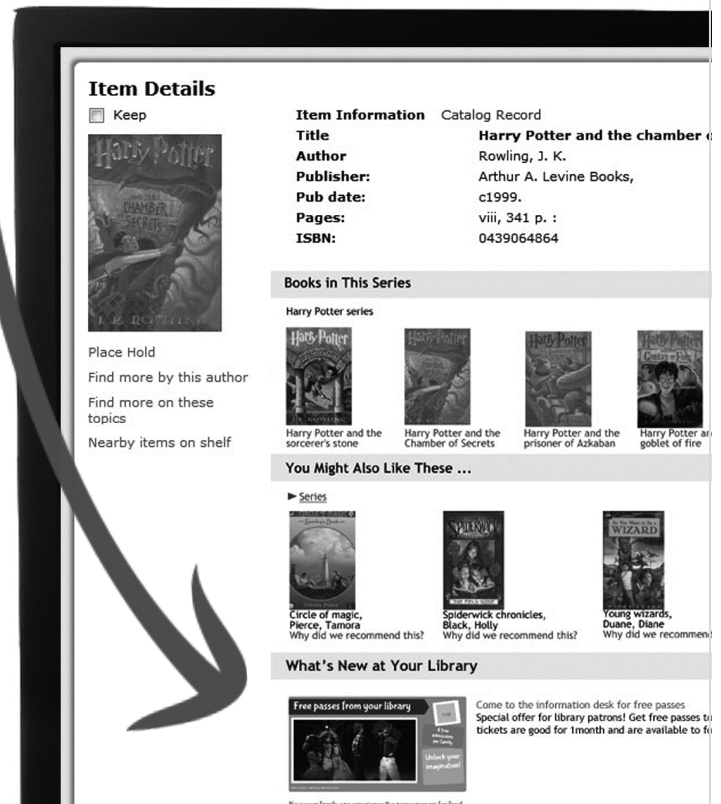
If you only have one account for your social media platforms, take the time to see who is following you and post about the events and services that tie to their interests. You can always create campaigns to attract new audiences but until they are on board, cater to those on your network.

How many of these tips are you already using? Share your social media success stories with me at ndowd@ebscohost.com.

—Nancy

Nancy Dowd is product lead for LibraryAware and co-author of the book, Bite-Sized Marketing, Realistic Solutions for Overworked Librarians. More information about LibraryAware at www.libraryaware.com.

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